Canadian Agriculture and Agri-Food:

Global Excellence

Agriculture Canada

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También disponible en español: 1908S - *La Agricultura y la Agroalimentación Canadiense: Excelencia a nivel mundial*

Também disponível em portugués: 1908P - *Agricultura e Agroalimentação Canadense: Excelência Global*

Canada

Canada's Agriculture and Agri-Food Sector

Canada's agriculture and agri-food sector is an important contributor to this country – it is one of the oldest sectors of the economy, deeply rooted in Canadian history and culture, and has become one of the most dynamic, high-tech industries in Canada.

The sector makes a major contribution to the high standard of living enjoyed by most Canadians. With over $22 billion in annual export sales, trade is one of the great successes in the agri-food sector.

Canadian agriculture and agri-food products are world-renowned for their safety and high quality, with Canadian consumers enjoying some of the lowest food prices in the world. When people in other industrialized countries visit their local grocer, they can expect to spend up to 24 per cent of their disposable income on food. Canadians, on the other hand, spend less than 10 per cent of their disposable income on food bought in stores.

The sector is strong within Canada, with a domestic consumer market worth approximately $90 billion. Over the past 35 years, the sector has been growing in strength, almost doubling its contribution to the Gross Domestic Product (GDP), and currently accounting for just under nine per cent of the GDP. As one of Canada's top five industries, the agri-food sector provides a wide range of high-quality products from all regions of the country, playing a vital role in the strength of the Canadian economy, and making a significant contribution to rural communities.

The Government of Canada is committed to working in partnership to make sure Canadians in rural and remote areas get the support and the tools they need to strengthen their communities.

A large number of Canadians depend on the agri-food sector for their livelihood. Accounting for more than one in seven jobs in Canada, the sector is the country's third largest employer, making agriculture a key economic sector.

The Government of Canada is dedicating its efforts to working with the sector, rural communities and the provinces to build on Canada's agriculture and agri-food accomplishments in our pursuit of global excellence.

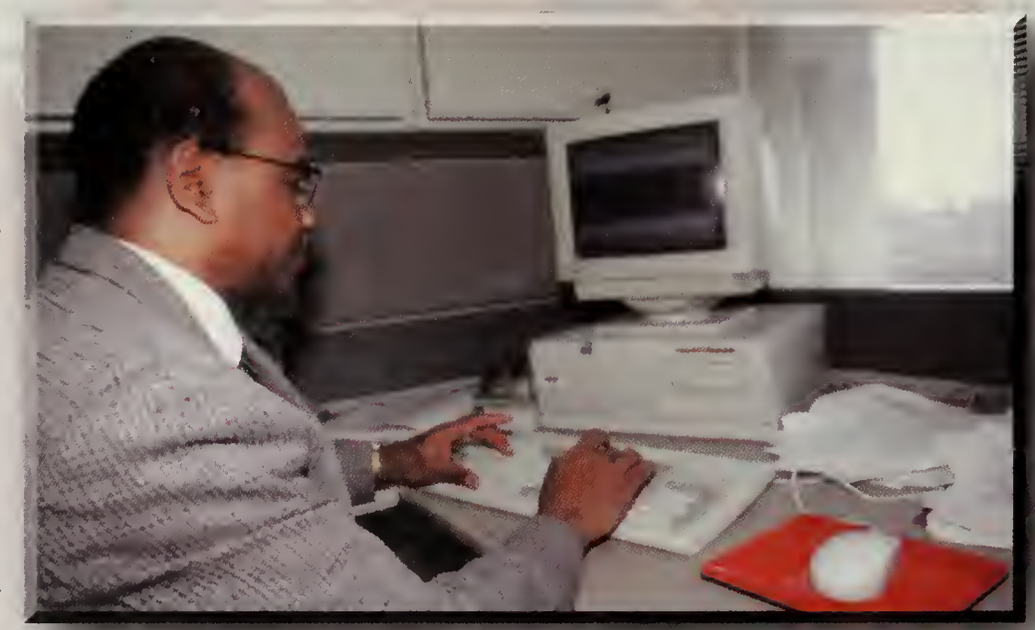
Canada

Agriculture and Agri-Food Canada

The story of agriculture and agri-food in Canada is the story of people involved with the land and its abundance, people involved with growth and development, learning and teaching, technological advancement and social change. But above all it is the story of people creating excellence.

At Agriculture and Agri-Food Canada (AAFC), excellence begins with top research scientists, agrologists, engineers, policy makers, marketers and many others, working to ensure the agriculture and agri-food sector has the best chance to thrive in both domestic and international markets.

This excellence is demonstrated by a scientist conducting field research at a research centre to develop hardier, more disease-resistant crop varieties. By agrologists and engineers adopting new technologies that increase production while conserving the environment. By market analysts and trade negotiators, who help Canadian food exporters identify business opportunities and negotiate international market access for their products.



Across Canada, and on trade missions around the world, you will find AAFC experts working to serve Canadian producers and food processors, wholesalers and distributors, retailers and consumers. To promote growth in the sector, the department strives to develop policies, programs and services that translate into safe, nutritious food at reasonable prices to consumers. Excellence is integral in the promotion of Canadian products, in strengthening the agri-food sector's contribution to Canada's economic and environmental objectives.

Excellence continues with the Agencies and Crown Corporations, which are part of the agriculture and agri-food portfolio. The portfolio works to provide seamless delivery of government programs, and a forward-thinking approach to policy making.

Canada

Working Together with Canadians

Those who work in the agriculture and agri-food portfolio know that partnerships are important to the work they do.

Partnerships with provincial governments and other government bodies, with producers, processors, municipalities, businesses, co-operatives, farm organizations, and national and international organizations concerned with agriculture and food are the key to a successful future for the sector.

The portfolio staff provide clients with the best possible service, while also giving Canadian taxpayers top value for their money. The portfolio actively consults to best meet the needs of clients and partners and to achieve the government's commitment to economic growth and environmental sustainability.

While an increasingly competitive marketplace is of great benefit to consumers, it brings with it new challenges for producers and processors. To respond to those challenges, safety net programs provide the means for producers to protect themselves against production losses; and to save in good years to cushion against the tough times.

With these programs in place, Canadian producers have a comprehensive security mechanism to help achieve more stable incomes. The goal is a self-reliant agricultural sector which depends more on the marketplace for its future prosperity.

The Canadian Adaptation and Rural Development (CARD) Fund emphasizes the federal government's commitment to partnerships by placing decision making in the hands of rural Canadians. These funds are being used to undertake national and regional programs managed by industry. Adapting to change is an important aspect of any business if it is to continue to grow. The federal government supports the sector's adaptation efforts by providing funding in areas that have been identified at the regional/sectoral level as a priority. This partnership empowers industry and communities by putting resources in the hands of those who need them. CARD funds are used to support provincial industry-led adaptation councils and to enhance national programs managed by industry boards, such as the Canadian Farm Business Management Council, which coordinates and approves funding for national level and multi-province projects and activities aimed at helping farmers upgrade their business management skills. These government/industry partnerships reflect the public interest in ensuring that Canada's agriculture and agri-food sector continues to contribute to rural Canada and the country's well-being.

Canada

Rural Canada - Agriculture and More

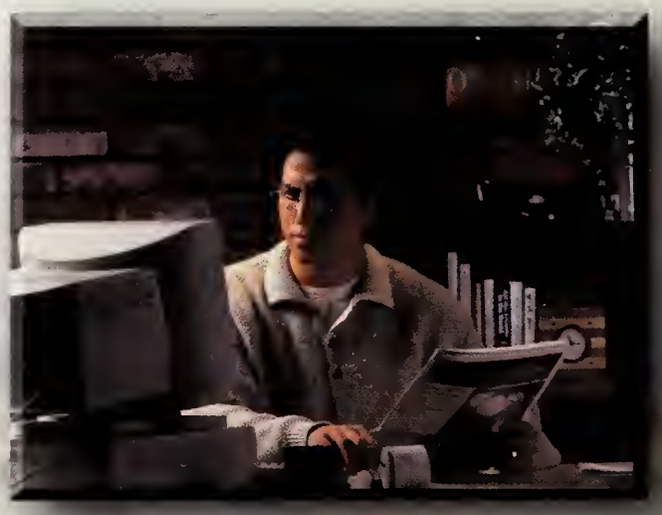
Up to one-third of Canada's population — approximately nine million people — lives in rural regions.

More than 98 per cent of all the farms in Canada are family owned and operated, and agriculture represents one of the key pillars of the rural economy. But it is not the only one. Many rural and remote communities have been built on other natural resource and primary sector activities, such as forestry, fishing, mining and energy, hunting and trapping. These sectors are major contributors to the national economy through resource extraction and value-added processing. Strong rural communities form much of the social fabric of the country and provide a solid foundation for all of Canada.

On behalf of the Government of Canada, Agriculture and Agri-Food Canada is the lead department coordinating federal government efforts to better serve rural Canadians. This rural initiative brings together more than 20 government departments and agencies, other levels of government, rural communities and rural stakeholders, working together to strengthen the social and economic development of rural Canada.

To ensure rural communities continue to grow and thrive, the federal government is making more investment capital available to rural businesses through regional development agencies. Within the agriculture and food sector, industry-led adaptation councils in all provinces are setting priorities for funding local sectoral initiatives. Using modern technological advancements such as the Internet, the federal government is targeting information to rural Canadians.

Through partnerships with rural communities, AAFC is facilitating growth and revitalization of rural Canada by improving access to federal programs and services available to Canadians in rural and remote communities.



Canada

Expanding Markets at Home and Abroad

Canada's agriculture and agri-food sector is one of the most competitive in the world and is well-known as a reliable supplier of safe, high-quality products.

Agriculture and Agri-Food Canada is committed to working with the provinces and with industry to build on record export sales achieved within the agriculture and agri-food sector. The department contributes to the sector's success through the Agri-Food Trade Service (ATS), which brings together all federal export trade services and supports export growth by providing industry access to Canadian market development services and programs.

The Canadian agri-food industry has an ambitious target of growing from three per cent to a four per cent share of the world agri-food trade by the year 2005. This demonstrates a high level of confidence in the sector's ability to take advantage of emerging global trade opportunities. Government and the private sector are working together to reach this goal.

Every year, AAFC invests in international business development activities in support of "Team Canada Inc" – a Government of Canada trade promotion network which assists Canadian companies in selling their products and services around the world. The Canadian government leads trade missions abroad to promote and enhance our capability to supply competitive and high-quality Canadian agriculture and agri-food products.

A predictable trade environment is crucial for Canadian agriculture if it is to plan and invest with confidence. The agreement on agriculture in the World Trade Organization accord and North American Free Trade Agreement have together created a more predictable and less distorted trade environment which has enabled the agri-food sector to more fully exploit its growth potential.

Investment plays an important role in the growth of the sector. Not only does it create and expand markets within Canada's growing valued-added agri-food industry, it increases jobs and stimulates trade opportunities. For this reason, AAFC and its provincial counterparts are committed to encouraging foreign and domestic investment in Canada's agri-food sector.

At home, the domestic market is still the most important outlet for the Canadian agriculture and agri-food industries. With the increase in value-added products, the processing and distribution sectors are well positioned to capture a greater share of consumer expenditures. AAFC works closely with the provinces and industry to help companies to gain scientific and technological knowledge and to develop processes and products which are ready to enter new markets.

Canada

Building for Tomorrow with Research and Innovation

Technology improves the quality of life in Canada, and nowhere is it more evident than in the food production chain.

From start to finish, new technologies cover every aspect of food and non-food production systems, changing the way Canadians grow, process, preserve, transport, distribute and even shop for food. The agriculture and agri-food sector is on the leading edge with other high-tech industries, but it never strays from its roots — a fundamental part of everyone's life.

Agriculture and Agri-Food Canada's labs help the sector to play an international role in innovation. With its 18 research centres, AAFC is able to conduct location-specific research reflecting regional industry strengths in each part of Canada. Moreover, and equally important, the department has developed interconnected research networks to help it carry out research of national significance that benefits all Canadians.

Being on the leading edge often pays big dividends. AAFC's research has long-term benefits. For example, the return on investment in potato research has added $5.5 billion to Canada's economy over the past 25 years. Research on diseases in wheat has prevented hundreds of millions of dollars in losses for farmers and maintained steady, quality supplies for consumers. For every dollar of taxpayer's money put into wheat research, there has been an estimated $10 return to the Canadian economy.

In broad terms, research is aimed at improving the quality and safety of Canada's food production and processing. This is carried out in the labs through scientific studies leading to new technologies including new plant varieties, better environmental practices, responsible animal management systems, new food products, and even new products such as nutraceuticals and personal health care products. All of these new products have to meet Canada's stringent regulatory standards for food and agriculture products.

The key to getting these technologies into the hands of the sector is to make sure the department and the agri-food industry share the same objectives. One way of achieving this is to work closely with the sector throughout the development of new technologies. That's why the government has introduced the Matching Investment Initiative (MII), to financially support collaborative research programs jointly with industry. The co-funding demonstrates both industry's and the department's commitment to research projects, and also helps stretch the sector's research dollars. The MII also offers opportunities to young scientists looking to develop their skills and expertise while working with leading government and private sector scientists.

Canada

In Harmony with Nature

Environmental stewardship is the foundation for the sector's long-term health and vitality.

Canada's success in agriculture is based on a foundation of industry innovation, scientific research and public policy that encourages farming to be more productive while keeping the land healthy. Since the first experimental farms were established over 110 years ago, Canada has become one of the world's most important food producers with a world-wide reputation for effective environmental management. For example, Canada uses nutrients and pesticides more efficiently than many other countries. Agriculture and Agri-Food Canada also works closely with the food industry to reduce the amount of food packaging that goes to landfills.

Achieving sustainability is a process of continuous improvement carried out by people in the sector and supported by government. AAFC's sustainable development strategy, *Agriculture in Harmony with Nature,* establishes goals and a three-year action plan towards improving sector environmental performance. The plan is based on using science to develop solutions and on promoting the adoption of more sustainable practices.

Sustainability means protecting the natural resource base while increasing economic competitiveness and safeguarding the livelihood of all those who work in the industry. This integration of objectives is essential so that the innovative solutions that science offers will be widely adopted. One example is the Canada-wide revolution in seeding practices through which farmers are protecting their land and their bank books at the same time. Low tillage — seeding with minimal disturbance of the soil — reduces soil erosion, improves wildlife habitat and in the long term improves the soil, resulting in higher organic content and increased carbon storage, reducing the emissions of greenhouse gases. All this is accomplished while reducing costs for farmers — a win-win situation for the economy and the environment.

Making progress in environmental sustainability is based on close cooperation between AAFC, the industry and the provincial governments. Each is a contributor to solutions. All are joining forces under initiatives such as the Hog Environmental Management Strategy (HEMS) to develop effective and affordable solutions to the environmental challenges confronting the pork industry.

The National Soil and Water Conservation Program (NSWCP) is aimed at helping the sector address environmental issues. AAFC has also developed the Biodiversity Action Plan, a strategy to work with the sector to ensure that farming practices foster sustainable and diverse ecosystems.

The job of protecting the environment is never finished. AAFC is committed to maintaining its leadership in environmental stewardship and using the best tools science has to offer to ensure its policies evolve to keep pace with growing environmental knowledge. The department is committed to working closely with the sector to continue Canada's track record of success.

Canada

Canadian Food Inspection Agency | Agence canadienne d'inspection des aliments

The Canadian Food Inspection Agency (CFIA)

The Canadian Food Inspection Agency was created in 1997 to enhance the effectiveness and efficiency of federal inspection and related services for food and animal and plant health.

To meet its mission of "Safe food, market access, consumer protection," the Canadian Food Inspection Agency delivers a wide range of inspection programs and services. As part of its commitment to food safety, the CFIA manages food emergencies, including recalls, plays a key role in the regulation of products of biotechnology and the importation of food and agricultural products.

The CFIA is developing the Integrated Inspection System (IIS), a consistent, streamlined and disciplined food inspection and plant and animal health strategy developed through government and industry partnership that will deal with emerging food safety risks. The IIS will cover the food process from input materials through production to retail and consumer use. The IIS will build on the science-based approaches, like the Hazard Analysis Critical Control Point (HACCP) system and programs such as the Food Safety Enhancement Program and Quality Management Program, that are already in place at the Agency. This will mean that consumers can continue to be confident that the food they purchase is safe and wholesome.

The CFIA is also a member of the Canadian Partnership For Consumer Food Safety Education. This government, industry and consumer partnership organization is working to increase awareness of the consumer's important role in food safety through proper handling and cooking of food.

The CFIA is also responsible for resolving technical market access issues and is actively working to have international trade requirements based on scientific standards. This approach supports the work of the animal and plant health programs which already facilitate the export of an estimated $32 billion of trade in food, fish, animals, plants and their products, including lumber.

For more information about the Canadian Food Inspection Agency, contact us at:

Canadian Food Inspection Agency
59 Camelot Dr.
Nepean, Ontario
K1A 0Y9
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Internet: http://www.cfia-acia.agr.ca

Canada

FCC SCA
Farm Credit Corporation Société du crédit agricole

Farm Credit Corporation (FCC)

The Farm Credit Corporation provides a range of flexible, innovative financing solutions to Canadian primary producers and small to medium sized agribusinesses.

The Farm Credit Corporation's goal is to help Canadian farm families grow and prosper in today's challenging environment. Established in 1959 by the Government of Canada, FCC ensures Canadian producers have access to a stable source of credit through the many ups and downs associated with the agricultural and agri-food sector.

With a loan portfolio valued at over $5 billion, FCC is Canada's largest agricultural term lender. FCC lends to farmers for any agricultural purpose including buying land, equipment, quota or livestock; construction of farm buildings including farm homes; fish farming and forestry; and farm-related business such as processing food for the consumer. FCC monitors trends, conducts market research and works with governments, farm and rural organizations, agribusiness and other financial institutions to identify market needs and offer better financing solutions to the benefit of Canadian farms and agribusinesses.

FCC also helps to deliver federal agricultural programs. It is a valuable source for federal government policy makers, informing them of the interests, concerns and ideas of producers. In this spirit of cooperation, the FCC delivers joint programs and services with other government agencies. With more than 100 offices nationwide, the FCC's mandate now includes lending to part-time producers and agribusiness.

For more information about the Farm Credit Corporation, or for a list of available publications, contact:

Farm Credit Corporation
1800 Hamilton St.
P.O. Box 4320
Regina, Saskatchewan
S4P 4L3
Tel: 1-800-387-3272
Fax: 306-780-5456
Internet: http://www.fcc-sca.ca

Canada

Canadian Dairy Commission (CDC)

The Canadian Dairy Commission plays a central coordinating role for the multi-billion dollar Canadian dairy industry.

The Canadian Dairy Commission works to achieve consensus among the various stakeholders in the management of Canada's dairy industry, and oversees the federal/provincial arrangements which govern the supply management system. Thousands of Canadians are employed in the dairy industry, and millions more consume a variety of high-quality products on the market.

Created under the *Canadian Dairy Commission Act* in 1966, the CDC's objectives are twofold: to provide efficient producers of milk and cream with the opportunity to obtain a fair return for their labour and investment; and to provide consumers of dairy products with a continuous and adequate supply of dairy products of high quality. The CDC strives to balance and serve the interests of all dairy stakeholders: producers, processors, further processors, exporters, consumers and governments.

The CDC achieves its mandate through a wide range of activities. It operates in close cooperation with provincial government authorities and various industry stakeholders, providing ongoing leadership and support to the Canadian dairy industry through its chairmanship and work for the Canadian Milk Supply Management Committee. This permanent federal/provincial government/industry committee oversees the application of the National Milk Marketing Plan, which provides the framework within which orderly marketing for the dairy industry is achieved.

The CDC has the authority to purchase, store, process or sell dairy products. It administers the federal government's industrial milk subsidy program. The CDC sets support prices for butter and skim milk powder that act as a guide for the wholesale trade of all manufactured dairy products. It also exports dairy products to world markets either directly on a government-to-government basis or through Canadian exporters.

For more information about the Canadian Dairy Commission, or for a list of available publications, contact:

Canadian Dairy Commission
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Ottawa, Ontario
K1A 0Z2
Tel: 613-792-2000
Fax: 613-998-4492
E-mail: cdc-ccl@em.agr.ca
Internet: http://www.cdc.ca

Canada

Canadian Grain Commission | Commission canadienne des grains

Canadian Grain Commission (CGC)

The Canadian Grain Commission was established in 1912 to protect the interests of Canadian grain producers. Today the CGC provides a full range of services to all sectors of Canada's $9-billion grain industry and is respected internationally for its research excellence and expertise in grain quality assurance.

The Canadian Grain Commission has helped Canada achieve its enviable position in the world grain markets by working with the industry at all levels to develop a quality assurance system designed to give customers what they need. The Commission works with plant breeders, producers, marketers and processors to ensure the quality of Canadian grain is uniform, consistent, and appropriate to each end-user's needs, cargo after cargo, year in and year out.

The Commission establishes and maintains grain quality standards which are based on consultations with all sectors of the industry and the science of the Commission's highly regarded Grain Research Laboratory. Because Canada's quality specifications are based on extensive end-use testing, our customers know that the grain they have purchased will perform as expected. If quality problems do arise, the CGC will investigate and help the parties resolve disputes.

Quality, cleanliness, and safety of Canadian exports are ensured through a comprehensive system which involves CGC inspectors, technicians, entomologists and scientists. Every export shipment of Canadian grain is certified by the CGC. As a result, Canada's customers know they have received the grade and quantity they have ordered.

Through its licensing program the CGC ensures the integrity of grain transactions, protecting the rights of producers, buyers and sellers of Canadian grain. Moreover, the Commission provides the industry with authoritative and complete statistics on the handling and movement of grain across Canada.

The mission of the CGC is to be a leader in providing grain quality management and quantity assurance. The Commission is dedicated to excellent, responsive service supporting producers, all sectors of the grain industry and their customers. For more information, contact:

Canadian Grain Commission
600-303 Main St.
Winnipeg, Manitoba
R3C 3G8
Tel: 1-800-853-6705 or 204-983-2770
Fax: 204-983-2751
Internet: http://www.cgc.ca

Canada

National Farm Products Council | Conseil national des produits agricoles

National Farm Products Council (NFPC)

The National Farm Products Council assists industry partners to market regulated farm products in interprovincial and export trade.

The National Farm Products Council plays several roles as an agency. Established in 1972, NFPC advises the Minister on all aspects relating to the creation and operation of agencies established under the *Farm Products Agencies Act*.

At present, the Council monitors the operations of the Canadian Egg Marketing Agency, the Canadian Turkey Marketing Agency, Chicken Farmers of Canada, and the Canadian Broiler Hatching Egg Marketing Agency. The Council monitors and works with these agencies to further the effective marketing, promotion and research of farm products among Canadian provinces and around the world. In the interests of cooperation and communication, NFPC works with the agencies, provincial governments and various marketing boards to promote an industry that is not only efficiently managed, but is also a competitor within world markets.

NFPC is charged with protecting the interests of producers, processors and consumers to ensure a cohesive industry image. NFPC has been called upon to perform studies and analysis on the introduction of new agencies.

For more information on National Farm Products Council, please contact:

National Farm Products Council
10th Floor, Canada Building
334 Slater Street
Ottawa, Ontario
K1R 7Y3
Tel: 613-995-6752
Fax: 613-995-2097
E-mail: nfpc@em.agr.ca
Internet: http.//www.nfpc-cnpa.gc.ca

Photo supplied by Chicken Farmers of Canada

Canada

CWB
The Canadian Wheat Board
La Commission canadienne du blé

Canadian Wheat Board (CWB)

For more than 60 years, the Canadian Wheat Board has been the marketing agency for western Canadian wheat and barley growers.

The Canadian Wheat Board markets these grains to more than 70 countries around the world with the goal of attaining the best possible price. Sales proceeds, less the CWB's marketing costs, go directly back to western producers.

The CWB is able to return these monetary gains to producers because of its three corporate pillars: single-desk selling, price pooling and its partnership with the government.

Single-desk selling simply means that Canada's 110,000 wheat and barley farmers sell together, as one, in order to obtain a higher price for their products.

Price pooling means sales proceeds are compiled into one of four accounts: wheat, durum wheat, feed barley or other designated barley. This ensures that all producers benefit equally throughout the crop year, regardless of when their crop is sold — this in turn reduces the risk of adverse price fluctuations over the crop year.

The CWB's partnership with the Government of Canada offers a distinct economic advantage. The federal government guarantees initial payments to producers and borrowings, and provides mechanisms to allow the CWB to make sales to foreign countries.

With annual sales revenues ranging from $4 to $6 billion, and a staff of over 500, the CWB is not only one of Canada's largest net earners of foreign exchange, it is the largest single wheat and barley marketing corporation in the world.

For more information about the Canadian Wheat Board, or for a list of products, please contact:

The Canadian Wheat Board
423 Main St.
P.O. Box 816 Station Main
Winnipeg, Manitoba
R3C 2P5
Tel: 204-983-0239
Fax: 204-983-3841
E-mail: cwb@cwb.ca
Internet: http://www.cwb.ca

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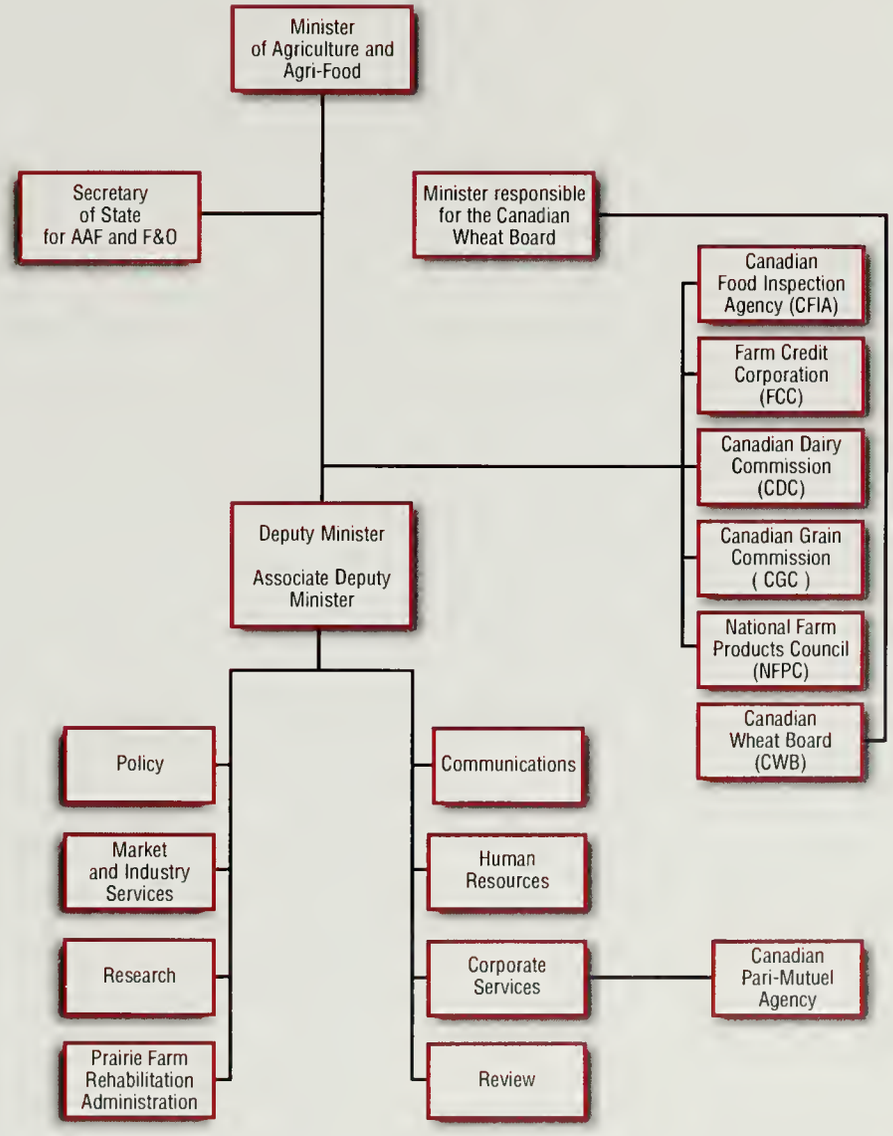
The Agriculture and Agri-Food Portfolio



Government of Canada Gouvernement du Canada

Canada

How to Contact Agriculture and Agri-Food Canada (AAFC)

In Canada, please check the blue pages of your telephone directory for Agriculture and Agri-Food Canada's local number. Outside the country, contact the nearest Canadian diplomatic post. You will be put in touch with the right person to assist you.

You can reach AAFC electronically, by phone, facsimile, or through the mail. For more information about agriculture and food production in Canada, or to obtain a list of free publications, contact:

Public Information Request Service
Agriculture and Agri-Food Canada
Sir John Carling Building
930 Carling Avenue
Ottawa, Ontario, Canada
K1A 0C5

Tel: 613-759-1000
Fax: 613-759-6726
E-mail: pirs@em.agr.ca

Agriculture and Agri-Food Canada maintains an electronic information service providing instant access to departmental on-line services and information including federal agri-food programs, trade, commodity prices, regulations, agri-science, and technology.

Contact AAFC on the Internet at:
http://www.agr.ca
or by modem at: 1-800-234-4410

Voice and fax-back services are available by calling:
1-800-346-2222

Agriculture and Agri-Food Canada
Agriculture et Agroalimentaire Canada
Canada